

Rep Order# 9776176 Ver# 9 Status Revised
EC'd Yes

Traffic Order# 45123

Printed: 09/12/2012 12:56 PM
Last Received: 09/12/2012 11:30 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product American Crossroads
Estimate# 690
Buyer Stephanie Maroney
Phone#
Fax#

Agency () CROSSROADS MEDIA LLC
66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
Agency C/P1/P2/E 11/27/690
Flight Dates 09/05/2012 - 09/14/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () ALEXANDRA BRADLEY
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-MKGD FOR LINE 39 OK. PLS CNF

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*39	M	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/10-09/10	0	0	0	\$0.00	
				Sales Remark: V9 1X MSD								
				V9 Comment Changed, Spots/week Changed								
	*83	F	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/14-09/14	1	1	1	\$1,000.00	
				Sales Remark: V9 MKGD FOR LINE 39								
				V9 Added								

---REPORT TOTALS---

Report Totals: 1 / \$1,000.00

---SALES MONTHLY TOTALS---

Sep 12: 78 / \$69,950.00
Sales Totals: 78 / \$69,950.00
Station Totals: 78 / \$69,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$259,074	CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	27%	WLWT	28%	WSTR	1%	WXIX	19%		

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Books null
Demos RA35+

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--- REMARKS ---

pls see line 39
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	F	6A-630A	GOOD MORNING CINC	:30	\$650.00	09/14-09/14	1	1	1	\$650.00	
	2	W	6A-630A	GOOD MORNING CINC	:30	\$650.00	09/05-09/05	1	1	1	\$650.00	
	3	TH	6A-630A	GOOD MORNING CINC	:30	\$650.00	09/06-09/06	1	1	1	\$650.00	
	4	F	6A-630A	GOOD MORNING CINC	:30	\$650.00	09/07-09/07	1	1	1	\$650.00	
	5	M	6A-630A	GOOD MORNING CINC	:30	\$650.00	09/10-09/10	1	1	1	\$650.00	
	6	TU	6A-630A	GOOD MORNING CINC	:30	\$650.00	09/11-09/11	1	1	1	\$650.00	
	7	W	6A-630A	GOOD MORNING CINC	:30	\$650.00	09/12-09/12	1	1	1	\$650.00	
	8	TH	6A-630A	GOOD MORNING CINC	:30	\$650.00	09/13-09/13	1	1	1	\$650.00	
	9	F	8A-830A	THE EARLY SHOW	:30	\$350.00	09/14-09/14	1	1	1	\$350.00	
	10	W	8A-830A	THE EARLY SHOW	:30	\$350.00	09/05-09/05	1	1	1	\$350.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	11	TH	8A-830A	THE EARLY SHOW	:30	\$350.00	09/06-09/06	1	1	1	\$350.00	
	12	F	8A-830A	THE EARLY SHOW	:30	\$350.00	09/07-09/07	1	1	1	\$350.00	
	13	M	8A-830A	THE EARLY SHOW	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	14	TU	8A-830A	THE EARLY SHOW	:30	\$350.00	09/11-09/11	1	1	1	\$350.00	
	15	W	8A-830A	THE EARLY SHOW	:30	\$350.00	09/12-09/12	1	1	1	\$350.00	
	16	TH	8A-830A	THE EARLY SHOW	:30	\$350.00	09/13-09/13	1	1	1	\$350.00	
	17	SA	630A-7A	12 NEWS SATURDAY	:30	\$250.00	09/08-09/08	1	1	1	\$250.00	
	18	SU	9A-930A	CBS SUNDAY MORNING	:30	\$900.00	09/09-09/09	1	1	1	\$900.00	
	19	F	12P-1230P	12 NEWS AT NOON	:30	\$1,000.00	09/14-09/14	1	1	1	\$1,000.00	
	20	W	12P-1230P	12 NEWS AT NOON	:30	\$1,000.00	09/05-09/05	1	1	1	\$1,000.00	
	21	TH	12P-1230P	12 NEWS AT NOON	:30	\$1,000.00	09/06-09/06	1	1	1	\$1,000.00	
	22	F	12P-1230P	12 NEWS AT NOON	:30	\$1,000.00	09/07-09/07	1	1	1	\$1,000.00	
	23	M	12P-1230P	12 NEWS AT NOON	:30	\$1,000.00	09/10-09/10	1	1	1	\$1,000.00	
	24	TU	12P-1230P	12 NEWS AT NOON	:30	\$1,000.00	09/11-09/11	1	1	1	\$1,000.00	
	25	W	12P-1230P	12 NEWS AT NOON	:30	\$1,000.00	09/12-09/12	1	1	1	\$1,000.00	
	26	TH	12P-1230P	12 NEWS AT NOON	:30	\$1,000.00	09/13-09/13	1	1	1	\$1,000.00	
	27	F	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/14-09/14	1	1	1	\$350.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	W	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/05-09/05	1	1	1	\$350.00	
	29	TH	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/06-09/06	1	1	1	\$350.00	
	30	F	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/07-09/07	0	0	0	\$0.00	
	31	M	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/10-09/10	1	1	1	\$350.00	
	32	TU	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/11-09/11	1	1	1	\$350.00	
	33	W	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/12-09/12	1	1	1	\$350.00	
	34	TH	3P-4P	LET'S MAKE A DEAL	:30	\$350.00	09/13-09/13	1	1	1	\$350.00	
	35	F	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/14-09/14	1	1	1	\$1,000.00	
	36	W	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/05-09/05	1	1	1	\$1,000.00	
	37	TH	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/06-09/06	1	1	1	\$1,000.00	
	38	F	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/07-09/07	0	0	0	\$0.00	
	*39	M	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/10-09/10	1	1	1	\$1,000.00	
	Station Remark: V8 1x dna 9/10 no news tennis ran mg stp w/o 9/10 ncir											
	40	TU	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/11-09/11	1	1	1	\$1,000.00	
	41	W	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/12-09/12	1	1	1	\$1,000.00	
	42	TH	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/13-09/13	1	1	1	\$1,000.00	
	43	F	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	09/14-09/14	1	1	1	\$1,200.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	44	W	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	09/05-09/05	1	1	1	\$1,200.00	
	45	TH	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	09/06-09/06	1	1	1	\$1,200.00	
	46	F	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	09/07-09/07	1	1	1	\$1,200.00	
	47	M	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	09/10-09/10	0	0	0	\$0.00	
	48	TU	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	09/11-09/11	1	1	1	\$1,200.00	
	49	W	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	09/12-09/12	1	1	1	\$1,200.00	
	50	TH	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	09/13-09/13	1	1	1	\$1,200.00	
	51	F	7P-730P	INSIDE EDITION	:30	\$850.00	09/14-09/14	1	1	1	\$850.00	
	52	W	7P-730P	INSIDE EDITION	:30	\$850.00	09/05-09/05	1	1	1	\$850.00	
	53	TH	7P-730P	INSIDE EDITION	:30	\$850.00	09/06-09/06	1	1	1	\$850.00	
	54	F	7P-730P	INSIDE EDITION	:30	\$850.00	09/07-09/07	1	1	1	\$850.00	
	55	M	7P-730P	INSIDE EDITION	:30	\$850.00	09/10-09/10	0	0	0	\$0.00	
	56	TU	7P-730P	INSIDE EDITION	:30	\$850.00	09/11-09/11	1	1	1	\$850.00	
	57	W	7P-730P	INSIDE EDITION	:30	\$850.00	09/12-09/12	1	1	1	\$850.00	
	58	TH	7P-730P	INSIDE EDITION	:30	\$850.00	09/13-09/13	1	1	1	\$850.00	
	59	F	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	09/14-09/14	1	1	1	\$1,400.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	60	W	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	09/05-09/05	1	1	1	\$1,400.00	
	61	TH	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	09/06-09/06	1	1	1	\$1,400.00	
	62	F	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	09/07-09/07	1	1	1	\$1,400.00	
	63	M	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	09/10-09/10	1	1	1	\$1,400.00	
	64	TU	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	09/11-09/11	1	1	1	\$1,400.00	
	65	W	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	09/12-09/12	1	1	1	\$1,400.00	
	66	TH	11P-1135P	12 NEWS AT 11P	:30	\$1,400.00	09/13-09/13	1	1	1	\$1,400.00	
	67	SA	11P-1135P	12 NEWS @ 11P	:30	\$1,400.00	09/08-09/08	1	1	1	\$1,400.00	
	68	SU	11P-1135P	12 NEWS @ 11P	:30	\$1,400.00	09/09-09/09	1	1	1	\$1,400.00	
	69	F	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	09/14-09/14	1	1	1	\$450.00	
	70	W	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	09/05-09/05	1	1	1	\$450.00	
	71	TH	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	09/06-09/06	1	1	1	\$450.00	
	72	F	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	09/07-09/07	1	1	1	\$450.00	
	73	M	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	09/10-09/10	1	1	1	\$450.00	
	74	TU	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	09/11-09/11	1	1	1	\$450.00	

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	75	W	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	09/12-09/12	1	1	1	\$450.00	
	76	TH	1135P-1235A	DAVID LETTERMAN	:30	\$450.00	09/13-09/13	1	1	1	\$450.00	
	77	SU	7P-8P	60 MINUTES	:30	\$3,000.00	09/09-09/09	1	1	1	\$3,000.00	
	78	SU	1P-4P	NFL NON-BENGALS 1P GAME	:30	\$5,000.00	09/09-09/09	1	1	1	\$5,000.00	
	79	SA	7P-8P	ET	:30	\$350.00	09/08-09/08	1	1	1	\$350.00	
	80	W-TH	5P-530P	12 LOCAL NEWS	:30	\$1,000.00	09/05-09/06	1	1	1	\$1,000.00	
	81	W-TH	6P-630P	12 NEWS AT 6P	:30	\$1,200.00	09/05-09/06	1	1	1	\$1,200.00	
	82	W-F	730P-8P	ET	:30	\$850.00	09/05-09/07	1	1	1	\$850.00	

---REPORT TOTALS---

Report Totals: 78 / \$69,950.00

---SALES MONTHLY TOTALS---

Sep 12: 78 / \$69,950.00

Sales Totals: 78 / \$69,950.00

Station Totals: 78 / \$69,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$259,074	CABL	0%	EKRC	2%	UNKN	0%	WBQC	0%	WCPO	23%
		WKRC	27%	WLWT	28%	WSTR	1%	WXIX	19%		

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Books null
Demos RA35+

Connell II, Jim

From: jgaunt@local12.com
Sent: Tuesday, September 11, 2012 11:23 AM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: American Crossroads - 45123

Station: WKRC-TV

Order Information:

Order #: 45123
Order Total: \$69,950.00
Agency: Crossroads Media
Advertiser: American Crossroads
Product: American Crossroads
Alternate Order #: 09776176
Estimate #: 690
Flight Dates: 09/04/12 - 09/14/12
Demo: Adults 35+

Sales Information: Millennium Washington DC, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (45123-39-1):

Rate: \$1,000.00
Air Date: Mon 09/10/12
Eligible Days: M-----
Inventory Code: 5p Local 12 News at Five
Inventory Description: 5p Local 12 News at Five
Inventory Code Time: 5:00 PM-5:30 PM
Spot Type: NM
Restricted: Earliest start: 5:00:00 PM, Latest end: 5:30:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Preemptible w/ Notice
Preempt Reason: Program Change

*Spot was Pre
empted
9/10*